The next time we shall remember this.

I fully realize that Hitler is used to demanding and getting his way rather than to giving anything himself. It may be difficult for him to realize that there has to be give and take. Perhaps he will never understand it. A short while ago I spoke to a well-known Nazi leader. After a long conversation, I said to him: 'Suppose all German demands were granted at one stroke, would the Führer then permit Germany to become a member of some international institution or organization whose aim it would be to bring about the peaceful solution of controversies? Does the Führer believe at all in international coöperation based on justice instead of force?' My German friend replied: 'Frankly, no. He would say that all such things are nonsense.' But what other way out remains?

There are several possibilities. If the Führer tries to take Danzig, there will be war. I don't believe that it must necessarily be a short war. Perhaps you will be successful in the beginning, as you were in the last war; but your eventual defeat is inevitable. You cannot fight against the whole world. And you will start out with the serious handicap of having world public opinion against you. Can anyone deny that if a world plebiscite on the popularity of nations were taken, it would become obvious that National Socialist Germany is the most hated and detested country in the world? That is a tragedy.

What can be done to stave off this war?

1. You must listen to our point of view just as we listen to yours. Dr. Goebbels, with his vulgar ballyhoo, which is to form your mind in one direction only, is a public menace.

2. We must eventually get to know each other. The best way to do that is personal contact.

3. Why should we not exchange sections of the populations, let us say, for three months? Fifty thousand of you would come over here as guests of English families and fifty thousand of us would go to Germany as your guests. Would the Nazi régime permit this? Since they say that it is equivalent to treason for a German to answer this letter, I doubt it!

I hope to hear from you again soon.

With best regards, yours,

Stephen King-Hall

## II. Reply to King-Hall

*By* Joseph Goebbels

Translated from the *Völkischer Beobachter*, Berlin National-Socialist Daily

In A pamphlet with which you have favored a vast number of German addressees, you, Mr. Stephen King-Hall, are attempting to speak to the German people. If we condescend to answer your stylistic exercises at all, please do not think that we regard you as more important than you really are. If, as you say, you were a private citizen, we would have completely ignored the fact that you were impudent enough to start a controversy with German public opinion and to disseminate anti-German propaganda

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material among wide strata of the German people. However, by accident —unlucky for you but all the more lucky for us—we have learned that you are in the service of the British Foreign Office and that your letters are written, printed and dispatched with the kindly collaboration of Lord Halifax. For that reason they are, one might say, of an official character, and this fact gives the whole matter an altogether different aspect.

Not that it softens the puerility of your childish propaganda, masquerading as high moral indignation, as is always the case when the British wish to put something over. On the contrary, this infantile stupidity is all the more glaring since it stems directly from Downing Street's propaganda factory.

You say that you want to speak to the German people and that you will welcome replies to your letters. One can only be thankful for this request. No person of feeling could withstand such a kind invitation. You even address your letters to the 'Dear German Reader.' After reading this reply you will have to decide whether he is 'dear' or not.

You ask of us that we think independently, and you claim to give us independent information. The question is, independent of what? Probably independent of the truth, from which British information has of late disassociated itself more and more. Your information service, you say, is a privately conducted public institution. Ha! Ha! Ha! Excellently put. Your employer, Lord Halifax, will experience a thrill at your childish piece of work.

And then you ask this somewhat scurrilous question of your 'Dear German Reader': 'Why am I writing?' You say that you write because you want peace. There we are! Probably it is the same peace mission which caused Great Britain to strangle a defenseless people at Versailles, to oppress, rob and exploit it for fourteen years.

It is this spirit which has deprived us of our warships and merchant marine, has robbed us of our colonies and has tortured and humiliated us wherever possible. Why, my fine fellow, haven't you spoken or written even once in favor of peace and understanding during all these long years? Why haven't you directed your wrathful attacks upon your own British statesmen when they plunged Germany, and with her the whole of Europe, into the gravest catastrophe? At that time you were serving in the Imperial British Navy or in the Royal Institute of International Affairs. You probably liked it and thought it was right to steal the bread out of the mouth of the 'Dear German Reader,' to plunge our people into inflation and depression with utter hypocrisy and with unctuous slogans of one kind or another. Or had you at that time already cloaked your brutalities in a mantle of humanitarian phrases?

II

You write that you know what war is like. The Führer certainly knows it much better than you, for he did not conduct war against women and children, but for almost four years lay opposite English soldiers in the trenches. That is why he has made sure that you and your British gentlemen can no longer attack us out of the clear sky. Did Versailles originate with us

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or with you? Did the Versailles Treaty make for an honorable peace?

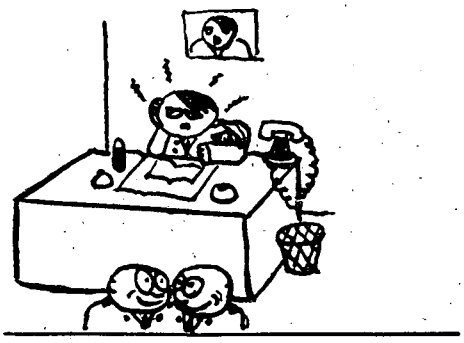
No! Until this very day England has withheld an honorable peace from us. Despite your solemn promises you took away our colonies. They do you no good. Your country is—as many Englishmen admit—incapable of utilizing them. You have neither the men nor even the inclination. Nevertheless, you are not returning them to Germany. Why not? Because in your lust for power you do not merely want to withhold an honorable peace from Germany and also because you want to ruin our people.

You add that there is not the slightest prospect for Great Britain to make any kind of concession to Germany until confidence in Germany's word is restored. You completely fail to grasp the situation. No one is asking you for concessions! Nobody expects them! We do not demand any charity of you, only our rights. We do not stand before your capitalist democracies as humble petitioners. If our just claims are rejected, we will know how to get our rights. And let there be no sanctimonious wailing that Europe is falling from one crisis into the other. It is your employers whose fault it is, Mr. Propaganda-mongerer.

You are suddenly concerned about the 'freedom' of the Czechs. You are shedding crocodile tears over a people to whom nothing has happened and who do not concern you. Yet you remain hard and untouched in the face of the national suffering of other peoples, tortured and oppressed with brutal force by England—as, for instance, the unhappy Arabs in Palestine.

I wonder what you would have to say if, we, in Bohemia, were to proceed like you in Palestine? We don't, for we are Germans and not Englishmen.

Finally, you expand on the subject of war. You may laugh, but it is so just the same: this subject is hardly discussed in Germany today. The so-called 'crisis of nerves' exists only among you. You say that war would have to be brief, a *Blitzkrieg*, and that even our experts admit it. Whether there will be war or not depends solely on England. What course it will take will be our affair. We are not under the impression that England's chances to win such a war are so excellent just now. You may not know it, but at the present time the German people are determined to defend their national honor and existence to their dying breath.



*Ordre*, Paris

'My word! He's in a bad temper. He must have had a letter from King-Hall. . . .'

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An eminent newspaper owner reviews the line-up of London newspapers.

# Lords *of the* British Press

*By* Lord Camrose

From the *Daily Telegraph and Morning Post*
London Conservative Daily

LARGELY because of the great ignorance which exists in the public mind on the subject, and also because of frequent allegations of anti-Semites that many of the London newspapers are in the hands of Jewish interests, I have been induced to give a review of the ownership of London newspapers. So great is the interest taken generally in newspapers, and yet so sketchy is the knowledge even of the usually well-informed as to the identity of their owners and controllers, that I propose to say something on the subject.

The *Times* is owned by the Times Publishing Company, Ltd. At the time of his death Lord Northcliffe was the preponderating proprietor, with the late Sir John Ellerman and the Walter family owning substantial blocks of shares. After Lord Northcliffe's death his shares were purchased by the Honorable John J. Astor (Lord Rothermere being the underbidder), who also bought the Walter holding. Members of the latter family reacquired an interest by purchasing the Ellerman shares.

It is understood that Major Astor's interest cost him more than double the total nominal value of the shares he holds in the capital expressed above. The Times Publishing Company is a public one and the annual accounts are published. The last circulation certificate issued showed the daily sale of the *Times* to be 204,491.

I had been editor-in-chief of the *Sunday Times* since 1915, and, encouraged by the success with which that paper had met, was anxious to try my hand at a serious London daily. Lord Burnham, part owner of the London *Daily Telegraph*, knew of this from conversations we had had, and he decided to approach me. The negotiations resulted in the formation of a partnership between my brother, Lord Kemsley, Lord Iliffe and myself to acquire the *Daily Telegraph*.

We assumed control on January 2,

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